MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

TIS2251 – MANAGEMENT INFORMATION SYSTEMS

(All Sections / Groups)

1 MARCH 2016
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question Paper consists of 4 pages excluding cover page with **Part A: Mandatory Structured Questions (30 marks)** and **Part B: Optional Structured Questions (20 marks)**.

2. Answer **ALL** questions in **Part A.** Answer any **ONE** question in **Part B.** Distribution of marks for each question is given.

3. Write the answers **CLEARLY** and **NEATLY** in the **Answer Booklet** provided.

Part A: Structured Questions - Answer all (30 marks)

Question 1 (10 marks):

(a) Identify FOUR business functions of an online pizza ordering system.

(2 marks)

(b) Based on the answers given in (a), illustrate the business processes involved in each business function.

(3 marks)

(c) What is non-routine decision making? Provide an example for non-routine decision. Describe the kinds of information system used to support non-routine decision making.

(5 marks)

Question 2 (10 marks):

(a) What are Web Services? What is the relationship between Web Services and Service-Oriented Architecture (SOA)? Describe an example of SOA application.

(4 marks)

(b) Provide THREE entities that might be found in a human resource database and THREE attributes that would be important to store in the database. Illustrate TWO logical views of this human resource database.

(5 marks)

(c) Provide an example of application which made use of Hadoop framework.

(1 mark)

Question 3 (10 marks):

(a) What are the features that make a Web site "Web 2.0" rather than a traditional web site? Describe THREE examples of Web 2.0 services.

(5 marks)

(b) Identify and explain THREE weaknesses of wireless security.

(3 marks)

(c) Briefly describe TWO policies to ensure security in the cloud.

(2 marks)

Continued.....

Part B: Choose only ONE question to answer (20 marks)

Question 4 (20 marks):

(a) Answer the following statement with either "TRUE" or "FALSE":

(i) PRM provides a firm and its distributors trade information and distributes leads about customers.
(ii) Enterprise systems are strictly internally oriented; other types of enterprise applications must be used for communicating with customers and suppliers.
(iii) The upstream portion of the supply chain consists of the organizations and processes for distributing and delivering products to the final customers.
(iv) The bullwhip effect is the distortion of information about the demand for a product as it passes from one entity to the next across the supply chain.
(v) In a push-based model of SCM systems, actual customer orders or purchases trigger events in the supply chain.

(5 marks)

(b) Fill-in-the-blank for the following statements:

(i) Selling products and services directly to individual consumers via the Internet is a form of _____ e-commerce.
(ii) eBay is an example of _____ e-commerce.
(iii) Compared to digital markets, traditional markets have _____ transaction costs.
(iv) Reducing the business process layers in a distribution channel is known as _____.
(v) Information _____ exists when one party in a transaction has more information that is important for the transaction than the other party.

(5 marks)

(c) If you were the senior manager at a large supply-chain hypermarket store in Malaysia:
(i) What would be the two purposes that drive you to implement a Customer Relationship Management system? (2 marks)
(ii) What is the specific CRM module that you would add to the system and why? (1 mark)
(iii) What are the two CRM tools that you would like to use and why? (2 marks)

Continued...

(d) If you would like to operate an online business using Facebook, what type of e-commerce model would you adopt? How would you generate revenue based on this model?

(3 marks)

(e) Why marketers are looking to analyze the contents of blogs, chat rooms and message boards?

(2 marks)

Question 5 (20 marks):

(a) Answer the following statement with either "TRUE" or "FALSE":

(i) Enterprise content management systems are designed to manage structured information, while other systems, such as KWS, are designed to manage semistructured and unstructured information.
(ii) Knowledge can reside in e-mail, voice mail, graphics, and unstructured documents as well as structured documents.
(iii) Knowledge is universally applicable and easily moved.
(iv) Semistructured information is all the knowledge in a firm that resides in the heads of experienced employees.
(v) Expert systems are typically used in business in discrete, highly structured decision-making situations.

(5 marks)

(b) Fill-in-the-blank for the following statements:

(i) The type of decision that can made by following a definite procedure is called a _____ decision.
(ii) _____ phase of decision making finds or recognizes a problem, need, or opportunity.
(iii) _____ are visual tools for presenting performance data in a BI system.
(iv) _____ staff rely primarily on production reports for their decision-making needs
(v) A _____ report is produced when a user enters various values in a pivot table to filter data.

(5 marks)

(c) Illustrate and describe knowledge management value chain.

(5 marks)

Continued.....

(d) Why expert systems are best used in highly structured decision-making situations? For a medical diagnosis system, compare the retrieval method by an expert system and case-based reasoning.

(3 marks)

(e) Compare the types of decision made by the different management groups.

(2 marks)

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